



GLENDALE CITY COUNCIL WORKSHOP SESSION
Council Chambers – Workshop Room
5850 West Glendale Avenue
February 20, 2007
1:30 p.m.

WORKSHOP SESSION

1. [ARIZONA SUPER BOWL HOST COMMITTEE BID REQUEST](#) – 45 MINUTES
2. [COMMUNITY DEVELOPMENT FEE SCHEDULE UPDATE](#) – 30 MINUTES
3. [2007 STATE LEGISLATIVE UPDATE AND 2007 FEDERAL LEGISLATIVE AGENDA](#) – 30 MINUTES

CITY MANAGER'S REPORT

This report allows the City Manager to update the City Council about issues raised by the public during Business from the Floor at previous Council meetings or to provide Council with a response to inquiries raised at previous meetings by Council members. The City Council may only acknowledge the contents to this report and is prohibited by state law from discussing or acting on any of the items presented by the City Manager since they are not itemized on the Council Workshop Agenda.

COUNCIL COMMENTS AND SUGGESTIONS

EXECUTIVE SESSION

1. LEGAL MATTERS

- A. The City Council will meet with the City Attorney for legal advice, discussion and consultation regarding the city's position in pending and contemplated litigation, including settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §§38-431.03 (A)(3)(4)).

2. LEGAL MATTERS – CONTRACTS

- A. Discussion/consultation with the City Attorney and City Manager to consider its position and provide instruction/direction to the City Attorney and City Manager regarding Glendale's position in connection with contractual negotiations associated with economic development opportunities in the area of 99th and Missouri Avenues. (A.R.S. §§38-431.03 A(3)(4))

3. PERSONNEL MATTERS

- A. Various terms have expired on Boards and Commissions. The City Council will be discussing appointments involving the following Boards and Commissions. (A.R.S. §38-431.03 A.1)

1. Ad-Hoc Event Advisory Committee
2. Arts Commission
3. Aviation Advisory Commission
4. Board of Adjustment
5. Citizen Bond Election Committee
6. Citizens Advisory Commission On Neighborhoods
7. Citizens Bicycle Advisory Committee
8. Citizens Transportation Oversight Commission
9. Commission On Persons With Disabilities
10. Community Development Advisory Committee
11. Historic Preservation Commission
12. Housing Advisory Commission
13. Industrial Development Authority
14. Judicial Selection Advisory Board
15. Library Advisory Board
16. Parks and Recreation Advisory Commission
17. Personnel Board
18. Planning Commission
19. Public Safety Personnel Retirement System/Fire Board
20. Public Safety Personnel Retirement System/Police Board
21. Risk Management/Worker's Compensation Trust Fund Board

- B. The City Council will meet to discuss and consider the annual performance evaluation of the City Judge. (A.R.S. §38-431.03 A(1))

Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (i) discussion or consideration of personnel matters (A.R.S. §38-431.03 (A)(1));
- (ii) discussion or consideration of records exempt by law from public inspection (A.R.S. §38-431.03 (A)(2));
- (iii) discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03 (A)(3));

- (iv) discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid or resolve litigation (A.R.S. §38-431.03 (A)(4));
- (v) discussion or consultation with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03 (A)(5)); or
- (vi) discussing or consulting with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03 (A)(7)).

Confidentiality Requirements Pursuant to A.R.S. §38-431.03 (C)(D): Any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney by agreement of the City Council, or as otherwise ordered by a court of competent jurisdiction.



CITY OF GLENDALE

Council Communication

Workshop Agenda

02/20/2007

Item No. 1

TO: Honorable Mayor and City Council

FROM: Ed Beasley, City Manager

PRESENTED BY: Cathy Gorham, Director of City Manager Relations

SUBJECT: [ARIZONA SUPER BOWL HOST COMMITTEE BID REQUEST](#)

Purpose

- This is a request for City Council to provide direction on a request from the Arizona Super Bowl Host Committee to support a bid to host Super Bowl XLV in 2011.
- The deadline for the City to participate in developing a preliminary bid document for Super Bowl XLV in 2011 is April 2, 2007.

Background

- At the “Mayors’ of Arizona Super Bowl XLII Lunch,” hosted by the Arizona Super Bowl Host Committee on November 14, 2006, Glendale staff first learned of the intent of the Cardinals and Arizona Super Bowl Host Committee (ASBHC) to submit a bid for the 2011 Super Bowl during a public announcement at the event.
- On Friday February 9, 2007, staff received materials from the ASBHC with regard to the City of Glendale’s requirements for the NFL Bid for Super Bowl XLV in 2011.
- Below is a listing of some of the conceptual significant areas in which the NFL, through the Host Committee, is considering for government guarantees and commitments:
 1. Public safety, emergency medical and emergency management services at no cost for 10 days of Super Bowl activities including the NFL Experience and the game.
 2. Prioritization of NFL projects and streamlined permitting for all NFL related facilities at the stadium and NFL party venues at no cost.

3. A commitment to work with the Host Committee to secure exclusive, cost-free use of 30,000 paved and lighted parking spaces outside of the secure stadium perimeter on game day.
 4. City sales tax and other local tax exemptions for the NFL and its 11 non-profit charitable organizations.
- Since the city's participation in the development of the 2003 bid package and the ultimate award of the game to Arizona and the stadium in Glendale on February 3, 2008, the City Council and city staff have been fiscally responsible and diligent in planning and preparing for this national event. However, until the game and related activities actually occur in 2008, the city's expenses are projections only based on what staff currently understands the NFL and Host Committee expectations to be and what similar events have cost in other host cities.
 - The bid document is merely the starting point for negotiations related to planning for an event of this magnitude with multiple agencies and partners involved. For example, the 2003 bid included the following clause: "These bid specifications shall not be construed to convey any rights to its readers or designated host committees. The NFL reserves the rights to modify, amend, delete from, or add to these Bid Specifications. The Arizona Host Committee shall be notified of any such changes in accordance with the Host Committee Agreement. These Bid Specifications do not specify all of the local assistance necessary to successful staging of Super Bowl XLII. Additional assistance may be requested from or proposed to the Arizona Host Committee from time to time."
 - Over the last year several changes to what was originally presented in the 2003 bid have occurred as a result of discussions between the NFL and the Host Committee. These changes were directly related to the only NFL events and projects recommended to occur in Glendale. Based on staff's research with other host cities, additional changes and requests related to services provided for the 2008 Super Bowl can be expected from the NFL and/or the Host Committee.
 - If Council decides they would like city staff to negotiate and participate in the development of the 2011 bid, it is recommended Glendale be fully represented on the Bid and Host Committees and included in its operational subcommittees from beginning to end. The Committee has requested a representative who is well versed in Glendale's events, venues, and other city service operations.
 - Also, if the Council should decide to move forward, staff recommends that the city work with the Host Committee and the NFL to explore revenue sources to assist in off-setting the costs of the Super Bowl events to the city.
 - Based on the tight timetable for the Host Committee to complete a preliminary bid presentation by April 2, 2007, staff would need to return to Council Workshop in March with results of the discussions with the Host Committee and as complete an assessment of the city-related requirements as well as recommendations about how to proceed.

- After that workshop presentation, it is anticipated that if Council agrees to participate in the 2011 bid, resolutions would have to be approved at the evening meeting on March 27, 2007.
- Should the 2011 Super Bowl bid be awarded to Arizona, it should be noted that the city/arena may also potentially be host to the National Hockey League All-Star Game in January of that year and the BCS Championship in addition to the annual Fiesta Bowl game.

Community Benefit

- Hosting an event of the magnitude of the Super Bowl brings great prestige and promotion to Arizona, the Valley and Glendale. Once Super Bowl XLII is held next year, a comprehensive assessment of both the expenses and revenues to Glendale will be completed. Since all of the 2008 events, with the exception of the NFL Experience and the game itself, are currently planned in other parts of the Valley and the state, it will be important for Council to have more complete information related to the economic impact that directly benefits Glendale.

Direction/Policy Guidance/Impact/Recommendation

- Staff is requesting Council provide policy direction related to the Arizona Super Bowl Host Committee's request to support the Super Bowl Bid for 2011 and whether staff should enter into discussions/negotiations with the Host Committee regarding Glendale bid expectations and proposed requirements.
- Staff is recommending that if advised to move forward with discussions pertaining to the Super Bowl Bid for 2011, that city staff be fully represented on the Bid and Host committees from beginning to end in the process.
- In addition, staff also recommends that if advised to move forward we will work with the Host Committee and the NFL to assist in off-setting costs to the city for Super Bowl events.



CITY OF GLENDALE

Council Communication

Workshop Agenda

02/20/2007

Item No. 2

TO: Honorable Mayor and City Council

FROM: Ed Beasley, City Manager

PRESENTED BY: Horatio Skeete, Deputy City Manager
Susan Matousek, Sr. Management Assistant

SUBJECT: [COMMUNITY DEVELOPMENT FEE SCHEDULE UPDATE](#)

Purpose

- This is a request for City Council to review and discuss the proposed fee changes to the Community Development Fee Schedule that includes development-related permit and service fees collected for the Building Safety, Engineering, Planning, Transportation, Fire, and Utilities departments.

Council Strategic Goals Or Key Objectives Addressed

- In keeping with the Council's goal of a city that is fiscally sound and its key objective to "continue honesty in the budget process with true costs and realistic analyses," the Community Development Group, Fire and Utilities departments, have developed a fee schedule designed to achieve this goal and key objective.
- The city's financial policy, as published in the city's annual budget document, states that, "Revenues from growth or development should be targeted to development, or invested in improvements that will benefit future residents or make future service provision efficient."

Background

- At the April 16, 2002 Workshop staff brought the Community Development Fee Schedule before Council for review and discussion. Staff received guidance from Council to proceed for formal adoption of the proposed Community Development Fee Schedule with specific direction to: continue providing reduced fees for infill housing; crediting the pre-

application fee towards the actual application; and to allow for all projects submitted prior to adoption of the fee structure to be grandfathered under the former fee schedule.

- At the June 11, 2002 Meeting, Ordinance No. 2260 was adopted approving the current community development fees with an annual fee adjustment in accordance with the Consumer Price Index Urban Users (CPIUU) inflationary index. At this meeting, Councilmembers stated that the city needs to: begin to recover the costs of development business and keep up with consumer price index and to raise our fees to be consistent with other valley cities.”
- Representatives from the Budget, Building Safety, Engineering, Fire, Planning, Transportation, and Utilities departments performed a comprehensive review and analysis of the development-related permit and service fees. While reviewing the fees, staff took into consideration Council’s guidance to ensure that development/growth was paying for itself whenever possible. Staff developed a fee schedule to present to Council that recovered 100 percent of the cost of doing business because Council should know the true and complete cost of conducting development services. This fee schedule includes both current fees and the implementation of new fees for services currently not being recovered through a fee program.
- There are exceptions to the proposed fee schedule’s 100 percent cost recovery for the residential single purpose life/health safety permit fees, such as irrigation/sprinkler, water heater, and gas piping installations. These fees will remain low to encourage citizens to obtain the permits and to participate in the inspection process to ensure that their projects are in compliance with the health and safety codes.
- It is Council’s prerogative to request a lower or higher cost recovery percentage for the proposed fee structure.

Previous Council/Staff Actions

- On February 22, 1994 Council passed a resolution amending the Utilities Customer Service Fees to include a \$1 “Notice of Intent to Disconnect Service” fee.
- At the June 11, 2002 Council adopted an ordinance, allowing an annual adjustment of the Community Development fees in accordance with the CPIUU inflationary index. In addition Council passed a resolution stating, “...reviewing and adjusting the development related permit and service fees on a periodic basis is consistent with the city business plan approach.”

Community Benefit

- By having growth pay for growth, the city is able to maintain the existing level of service for current residents.

- User-based fees are those fees that only the user would pay. If a resident needs to have a specific service provided by staff, that resident would pay a fee to cover the increased cost of providing that specific service. In addition to being “a fee for service”, these fees are usually one time fees paid during the construction phase of the project.
- In addition, the fees will help to minimize harm or disruption to other citizens by ensuring that projects are completed after having complied with all applicable health, safety, and building laws that the city requires of development in Glendale.

Public Input

- Staff provided the proposed fee changes, through the postal service and electronic mail service to the Home Builders Association of Central Arizona, the Arizona Multihousing Association, Valley Forward Association, and Valley Partnership twice in 2006 and once in 2007.
- Representatives from the Home Builders Association of Central Arizona, the Arizona Multihousing Association, Valley Forward Association, and Valley Partnership were invited to attend a meeting on May 25, 2006 regarding the fee changes. Representatives from the Arizona Multihousing Association, Valley Partnership, and Nutrition For Children were in attendance. Staff responded to questions regarding the increases and how the fee changes compared to other valley cities. Additional information was requested and has since been sent to the Arizona Multihousing Association regarding how the direct and indirect costs were calculated.
- If Council provides guidance to implement the proposed fee schedule, staff is recommending a July 2007 implementation date for the entire fee schedule and will ensure that the required public notification will occur prior to July 2007.

Policy Guidance

Staff is seeking guidance from Council on implementing the proposed fee changes to the Community Development Fee Schedule.



CITY OF GLENDALE

Council Communication

Workshop Agenda

02/20/2007

Item No. 3

TO: Honorable Mayor and City Council

FROM: Ed Beasley, City Manager

PRESENTED BY: Dana Tranberg, Intergovernmental Programs Director

SUBJECT: [2007 STATE LEGISLATIVE UPDATE AND 2007 FEDERAL LEGISLATIVE AGENDA](#)

Purpose

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- This is a request for City Council to provide direction on proposed state legislation, consistent with the approved 2007 state legislative agenda; and provide direction on the 2007 federal legislative agenda.
 - The purpose of the federal and state legislative agendas is to affect federal and state legislation and regulations as they relate to the interests of the city and its residents.

Council Strategic Goals Or Key Objectives Addressed

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- The 2007 state and federal legislative agendas provide the policy framework by which Intergovernmental Programs staff engages on state and federal legislative issues.
 - Throughout the 2007 legislative sessions, policy direction will be sought on proposed statutory changes which fall under the adopted council policy statements relating to the financial stability of the city, public safety issues, promoting economic development, managing growth and preserving neighborhoods.

Background

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- The Intergovernmental Programs staff recommends prioritizing the state legislative agenda to a few key issues to allow the city to have a stronger, more consistent message on the items of greatest priority. The proposed key priority issues for consideration are described in the attached reports.

- The legislative agenda defines the city's priorities for the upcoming session and will guide the city's lobbying activities at the Arizona State Legislature. The Intergovernmental Programs staff will come before the Council on a regular basis throughout the session for direction on bills and amendments that may be introduced. The city's legislative agenda is a flexible document and may change, based on activities at the Legislature and Council direction.
- The Intergovernmental Programs Department has conducted a city-wide assessment of potential federal funding opportunities to be included in the 2007 federal legislative agenda. Based on this assessment, staff recommends pursuing federal funding opportunities, including grant opportunities, line-item appropriations, earmarks and regulation revisions in the areas of: transportation, public safety, homeland security, historic preservation, libraries, youth workforce development and economic development initiative projects.
- The Intergovernmental Programs Department will return at the February 20, 2007 workshop to present the comprehensive 2007 federal legislative agenda inclusive of funding requests and policy areas for engagement.

Previous Council/Staff Actions

- On December 19, 2006, Council approved the 2007 State Legislative Agenda, which included policy statements on municipal legislative priorities and principles.
- On January 16, 2007, the Intergovernmental Programs staff presented legislative issues to the Council.
- On January 30, 2007, the Intergovernmental Programs staff presented state legislative and federal issues to the Council.

Community Benefit

- The priorities and principles of Glendale's 2007 state legislative agenda provide the venue for the city to identify and engage on state legislative issues. The key principles of the state legislative agenda are: to preserve and enhance the city's ability to deliver quality and cost-effective services to citizens and visitors; to address quality of life issues for Glendale residents, and to enhance the City Council's ability to serve the community by retaining local decision making authority and maintain state legislative and voter commitments for revenue sources.
- Development of a 2006 federal legislative agenda provides the venue for the city to identify and engage on federal issues of concern to the community, which will enhance the ability

of the city to deliver superior services and to address quality of life issues for the residents of Glendale.

Direction/Policy Guidance

Staff is requesting Council to provide policy direction on the proposed state legislative issues and federal legislative program development.